

## Message Text

UNCLASSIFIED

PAGE 01 TEL AV 01532 071545Z

62

ACTION NEA-09

INFO OCT-01 ISO-00 EB-07 /017 W  
----- 069671

R 071435Z MAR 75  
FM AMEMBASSY TEL AVIV  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 5896

UNCLAS TEL AVIV1532

USDOC

PASS: CAGNE/JOHN P WENTWORTH

E O 11652: N/A

TAGS: BEXP, IS

SUBJECT: CONTRACT FOR BROMINE COMPOUNDS LTD. - BEERSHEVA

1. PLEASE PASS FOLLOWING MESSAGE TO DON GAUDION, CHAIRMAN OF  
SYBRON CORP, 1100 MIDTOWN TOWER, ROCHESTER, NY (TEL 716 546-4040).

2. DEAR DON:

ON RECEIVING YOUR TELEX MARCH 6, I INSTRUCTED MY COMMERCIAL ATTACHE,  
LEE COLLINS, TO CONTACT MAX PETRUSHKA, SYBRON'S AGENT IN TEL AVIV.  
COLLINS AND PETRUSHKA MET TODAY, MARCH 7, TO DISCUSS SYRBON'S  
PROPOSAL TO BROMINE COMPOUNDS.

3. PETRUSHKA STATED THAT NEGOTIATIONS WITH BROMINE COMPOUNDS WERE  
WELL UNDERWAY AND THAT HE DID NOT FEEL IT WAS QUOTE NECESSARY OR  
USEFUL UNQUOTE FOR US TO INTERCEDE WITH BROMINE COMPOUNDS AT THIS  
POINT IN TIME. PETRUSHKA NOTED THAT A FRENCH COMPANY, DE DIETREICH  
IS ALSO PURSUING CONTRACT. ATTACHE MADE CLEAR MY PERSONAL INTEREST  
IN THIS VENTURE AND EXTENDED OFFER TO BE HELPFUL. PETRUSHKA  
APPRECIATES OFFER AND PROMISED TO LET US KNOW IF AND WHEN  
ASSISTANCE BECOMES NECESSARY.

WARM PERSONAL REGARDS, KEN KEATING

4. FYI.. TEXT OF CABLE FROM GAUDION AS FOLLOWS: BEGIN QUOTE  
HONORABLE KENNETH B KEATING CARE US EMBASSY TEL AVIV (ISRAEL)  
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BROMINE COMPOUNDS LTD. OF BEER SHEBA IS PLANNING TO BUILD A NEW

PLANT IN RAMAT HOVAE APPROX 15 KILOMETERS SOUTH OF BEERSHEVA  
ISRAEL. THE ISRAEL GOVT HAS APPROVED OF THE NEW PLANT. THE  
PFAUDLER DIVISION OF SYBRON IS ACTIVTELY PURSUING A ONE AND ONE  
HALF MILLION US DOLLAR ORDER FOR GLASSED STEEL PROCESS EQUIPMENT  
TO BE MANUFACTURED IN ROCHESTER NEW YORK FOR INSTALLATION IN  
THIS NEW PLANT. SYBRON HAS ARRANGED FINANCING OF THE PFAUDLER  
EQUIPMENT THROUGH SECURITY TRUST COMPANY OF ROCHESTER NEW YORK.  
SECURITY WILL BE AIDED BY EXIMBANK IN THIS FIVE YEAR TERM ARR-  
ANGEMENT. WE WOULD APPRECIAE ANY HELP YOU CAN GIVE TOWARDS  
CONSUMMATING AN AGREEMENT WITH BROMIDE COMPOUNDS. OUR REP IN  
ISRAEL IS PETRUS TECHNICAL SUPPLIES LTD. IN TEL AVIV. MR MAX  
PETRUSHKA OF PETRUS IS THROUGHLY FAMILIAR WITH STATUS OF OUR  
PROPOSAL. HE MAY BE REACHED TEL (03) 452116.  
D.A. GAUDION SYBRON CORP. END QUOTE.  
KEATING

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## Message Attributes

**Automatic Decaptioning:** X  
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**Current Classification:** UNCLASSIFIED  
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